

Message Text

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PAGE 01 STATE 280154

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ORIGIN ARA-10

INFO OCT-01 ISO-00 COME-00 USIA-15 EB-07 AID-05 OES-05

CIAE-00 INR-07 NSAE-00 RSC-01 /051 R

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ARA/ECP: MR. COHEN (DRAFT)

COMMERCE: MR. BREWER (PHONE)

USIA/ILA: MR. ESTES (INFO)

EB/OCA: MR. SIMMONS (INFO)

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R 231952Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

UNCLAS STATE 280154

E.O. 11652:N/A

TAGS: BEXP, CO

SUBJECT: WASHINGTON ACTION STAFF QUARTERLY REVIEW OF
COLOMBIA COUNTRY COMMERCIAL PROGRAM (CCP)

REF: BOGOTA 10624

1. WASHINGTON ACTION STAFF (WAS) MET DECEMBER 18
TO REVIEW FY 75 CCP. CONSENSUS WAS THAT CCP IS
ACHIEVING GENERALLY GOOD PROGRESS; POINT BY POINT
REVIEW OF SUMMARY OF OBJECTIVES AND ACTIONS (PAGES 49-56
OF CCP) INDICATED THAT POST PERFORMANCE IN ALL MAJOR
AREAS IS ADEQUATELY OR MORE THAN ADEQUATELY FULFILLING
STATED GOALS.

2. WAS IS WELL AWARE THAT MISSION SUCCESS STORY THIS
FY HAS BEEN BOGOTA FAIR. WASHINGTON SATISFACTION
WITH RESULTS OF BOGOTA FAIR IS EXCEEDED ONLY BY
MISSION'S JUSTLY DESERVED SENSE OF ACCOMPLISHMENT
FOR A JOB WELL DONE. WAS TOOK PARTICULAR NOTE OF
USIA ROLE, IN BOTH WASHINGTON EFFORT TO FUND THE CENTER-
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PAGE 02 STATE 280154

PIECE AND TO GET MOON ROCK TO BOGOTA FOR INAUGURATION,

AND OF THE INDESPENSIBLE CATALYTIC AND PUBLIC AFFAIRS
FUNCTIONS OF USIS BOGOTA.

3. WAS GRATIFIED WITH MISSION PERFORMANCE IN TOP
PROGRAMS. IN PARTICULAR, CONSULATE MEDELLIN - WITH THE

VALUABLE ASSISTANCE OF LOCAL USIS/BNC - IS TO BE
ESPECIALLY COMMENDED FOR ITS OUTPUT.

4. WAS UNANIMOUS IN VIEW THAT SINCE IT IS NOT
POSSIBLE TO PROGRAM SOLO EXHIBITION IN GENERAL
INDUSTRIAL EQUIPMENT, THAT RESOURCES DEDICATED TO
THIS AND AUTOMOTIVE DIAGNOSTIC CAMPAIGN BE
RE-ALLOCATED TO BE USED FOR BEEFED-UP EFFORTS IN
PURSUIT OF GOALS IN EXISTING CAMPAIGNS AND/OR THE
INITIATION OF NEW CAMPAIGNS IN THE BALANCE OF FY 75.

5. OTHER SPECIFIC COMMENTS, RECOMMENDATIONS, AND REQUESTS
IN TERMS OF CCP SUMMARY AS FOLLOWS:

1.25 - TARGETS OF OPPORTUNITY: SPECIFIC IDENTIFICATION
IS REQUESTED.

1.5(C) - REQUEST REPORT ON CATALOGUE/SAMPLE DISPLAY
ROOM IN MEDELLIN. HAS ROOM BEEN OPENED? HAVE THERE
BEEN ANY EXHIBITIONS? WHAT ARE FUTURE PLANS?

1.5(F) - REQUEST REPORT ON STATUS SPANISH LANGUAGE
BROCHURE ON COMMERCIAL SERVICES TO BE PREPARED BY
EMBASSY.

2 - MAJOR PROJECTS: EMBASSY PERFORMANCE AND PROGRESS
IN PROJECTS RECEIVED ARE COMMENDED.

4.0 - REDUCE INPEDIMENTS TO U.S. EXPORTS: IN VIEW
GOC ECONOMIC SITUATION IT APPEARS THAT POLICY OF IMPORT
RESTRICTIONS WILL PREVAIL THROUGH END OF FY. YOUR
COMMENTS AND ANALYSIS ARE INVITED.

4.2 - PHASE OUT OF COLOMBIA'S BILATERAL COMPENSATION
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PAGE 03 STATE 280154

AGREEMENTS: STATUS REPORT REQUESTED.

4.3 - POSITION PAPERS FOR U.S. REPRESENTATIVES AT
CONSULTATIVE GROUP MEETINGS (IN JUNE); TO REMIND.

4.4 - FACTORS IN AND RECOMMENDATIONS RE OVERCOMING
DECLINE IN U.S. SHARE OF COLOMBIAN MARKET IN RECENT
YEARS: WE SUGGEST YOU PROCEED WITH THIS ACTION UNLESS

YOU DEEM THE EXERCISE UNWORTHWHILE IN LIGHT OF RECENT
UPTURN.

5.1(B) - PREPARE LIST OF TRADE PUBLICATIONS: PLEASE
COMPLY ASAP.

5.2 - BUSINESS ADVISORY COUNCIL MEETINGS: REQUEST
REPORT ON PERIODIC MEETINGS. WAS MEETING SCHEDULED
FOR CALI IN SEPTEMBER HELD? WHAT WERE RESULTS?

6. FINALLY, A STATUS REPORT ON THE COMMUNICATIONS
LOOP BETWEEN AID, CCP TASK FORCE, AND E/C SECTION
OF EMBASSY IS REQUESTED (REF: CCP, PAGE 15, PARAGRAPH 2).

7. PRESENT COMPOSITION OF W.A.S. IS: STATE/ARA/LA/NC,
JOHN F. MAISTO; ARA/ECP, EDWARD M. COHEN; EB/OCA,
JOHN F. SIMMONS; COMMERCE-BIC/OIM, THOMAS BREWER; AND
USIA/ILA, LAWRENCE B. ESTES. KISSINGER

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